



MEMORANDUM

Agenda Item 15C2

To: Honorable Chairman Joe A. Martinez
and Members, Board of County Commissioners

Date: September 26, 2006

From: Harvey Ruvin, Clerk
Circuit and County Courts

Kay Sullivan, Director
Clerk of the Board Division

Subject: Appointment and waiver
of residency requirement
for Julie Dietrich to serve
on the Community Small
Business Enterprise Board

It is recommended that the Board consider the appointment and waiver of the County's residency requirement for Julie Dietrich to serve as a member of the Community Small Business Enterprise Advisory Board (CSBE).

In accordance with Section 10-33.02 of the Miami-Dade County Code, the Board of County Commissioners shall approve an appointee recommended by the Air Conditioning and Refrigeration Association, Inc., to serve on the CSBE Advisory Board.

Section 2-11.38 of the Miami-Dade County Code requires that all members of County boards shall be residents and electors of Miami-Dade County, unless waived by two-thirds vote of the membership of the Board of County Commissioners. Ms. Dietrich is the current Executive Director of the Mechanical Contractors Association of South Florida and resides in Boca Raton, Florida. If selected, Ms. Dietrich will replace William Thomas who resigned his position.

The Mechanical Contractors Association of South Florida's letter dated July 18, 2006 and Ms. Dietrich's resume are attached for your review.

KS:sm
Attachment

Julie Dietrich
1126 SW 13th Street
Boca Raton, FL 33486
561.620.9432

EDUCATION:

Masters in Mass Communication

The University of Georgia, Graduated with high honors.

Focus on Advertising, Public Relations, Journalism. Supplemental coursework in Marketing.

Bachelor of Arts, Spanish

The University of Georgia, Graduated with high honors.

Supplemental coursework in Marketing, Advertising, Public Relations, Journalism.

SKILLS:

- Demonstrated knowledge of fundraising programs, methods and techniques.
- Demonstrated ability to plan and effectively implement special events, donor-relations activities.
- Strong interpersonal skills, work effectively within a diverse community.
- Knowledgeable of marketing strategies, processes and available resources.
- Ability to organize resources and establish priorities.
- Bilingual (English & Spanish).

EXPERIENCE:

Executive Director, 1/2004-present

Magellan Management, Inc., Boca Raton, FL

- Executive Director of international foundation.
- Executive Director of Florida association.
- Editor of international foundation's magazine and member outreach publications.
- Directed all fundraising efforts for numerous professional associations.
- Developed positive relationships with clients, and client member companies.
- Directed development / production of all promotional collateral.
- Developed promotional budget, schedule.
- Negotiated with vendors for optimum use of budgeted funds.

Marketing Communications Director, 4/2000-1/2004

Loewenstein, Inc., Pompano Beach, FL

- Directed public relations, implemented in-house. Saved company \$1 mil +.
- Directed event planning (incentive cruises, customer appreciation banquets).
- Directed Marketing Services staff, development / production of all promotional collateral.
- Directed agency work, web site content, design and functionality.
- Developed promotional budget, schedule.
- Negotiated with vendors for optimum use of budgeted funds.

Creative Director, 5/1999-4/2000

Gulfstream Media, *publishers of Gold Coast, Boca Life and Treasure Coast Life*, Ft. Lauderdale, FL

- Directed production of four high-end monthly lifestyle magazines from concept to distribution.
- Contributing writer, interim managing editor.
- Developed editorial content driven by, and supportive of business goals.
- Negotiated with vendors for optimum use of budgeted funds.

Teaching/ Research Assistant, 9/1997-5/1999

The University of Georgia, College of Journalism and Mass Communications, Athens, GA

- Responsible for event planning for donor-relations activities.
- Conducted extensive grant-based research.

SOFTWARE:

MS Word, Excel, PowerPoint, Publisher, Outlook, Access, Quark Express, MemberTrak.

Adobe PageMaker, Adobe Illustrator, Adobe PhotoShop, Adobe Acrobat / Distiller, Adobe InDesign,

REFERENCES:

Many available upon request



MCASF

1650 S. Dixie Hwy., Ste. 402
Boca Raton, FL. 33432
Broward: 954.392.3976
Dade: 305.651.7570
Fax: 954.392.3987
www.mcasf.org

Barrie McHugh

President
Trinity Air Conditioning

Wade Helms

President-Elect
Edd Helms AC & Electric

Larry Means

Treasurer
Southeastern Chiller Services

Ed Llosent

Immediate Past President
Airtech Air Conditioning

Bill Ansley

Director
Direct Digital Concepts

Charlie Aleshire

Director
Debonair Mechanical, Inc.

Frank Crawley

Director
Cool-Breeze Air Conditioning

Frank Williams

Director
John J. Kirlin, Florida Division

Mark Kerney

Director
Hill York Service Group

William Thomas

Director
Poole & Kent

Wayne Masur

Special Consultant
Kelico

Julie Dietrich

Executive Director

July 18, 2006

Attn. Armond Hockman,
Compliance Officer II
Miami Dade County
Business Development
111 NW 1st Street
19th Floor
Miami, Florida 333128-1906

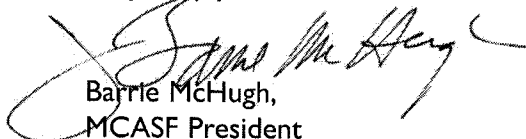
Re: Julie Dietrich's appointment to the
Community Small Business Enterprise Advisory Board

Dear Mr. Hockman:

On behalf of the Mechanical Contractors Association of South Florida, which collectively represents over 60 contracting firms, it is my distinct honor to submit our recommendation and support for the appointment of Julie Dietrich to the Community Small Business Enterprise Advisory Board.

We support the CSBE as it works diligently in conducting its affairs. As MCASF's Executive Director, Ms. Dietrich plays a key role in our Association, and we respectfully urge that you approve of her service on CSBE Board.

Very truly yours,


Barrie McHugh,
MCASF President